



American Family Insurance Amphitheater Fact Sheet

Overview:

The American Family Insurance Amphitheater construction project was completed in two phases, with construction beginning in 2018. The new American Family Insurance Amphitheater delivers on key amenities and features for both the fan and artist, adding to the venue's legacy as Wisconsin's premiere outdoor music venue. New amenities include spectacular views, expansive food and beverage service throughout the entire building, operational improvements, and enhanced production capabilities.

Construction Timeline:

Phase 1: Post Summerfest 2018 – June 2019

- Roof Raise - a portion of the existing Amphitheater roof was raised from 39' to 65' to accommodate the largest touring productions and elaborate set designs
 - Roof now has over 3,000 individual steel tube structural members
 - The grid capacity for hanging lights and speakers is now 400 tons
 - The roof lift was a unique engineering feat – this type of roof lift has only been done a few times in venues world-wide
- Addition of 19 new state-of-the-art dressing rooms and backstage production spaces including catering and dining facilities
- New Stage - removable and flexible in size, configuration, and height
- Expanded loading dock space for semi and tour bus parking
- Addition of six new high-definition video screens and digital displays throughout the facility
 - First 4K screens used in an outdoor music venue

Phase 2: Post Summerfest 2019 – June 2021

- New concourses and larger concourse area
 - Over 20,000 square feet of concourses have been added
 - Spaces have been optimized to allow for better patron traffic flow
 - Entry ramps into the venue have been rebuilt and feature new sidewalks, lighting and are ADA accessible
- New fan amenities throughout the venue
 - New food and beverage offerings on every concourse creating shorter lines and faster service
 - Addition of seven new concession areas – reconfigured to provide better service queuing and more than tripled the number of concession sales locations throughout the venue
 - New seating configuration and all new seats
 - All the existing amphitheater seats and bleachers were removed and replaced, including the grass seating, which was restructured
 - Improved sightlines to the stage with new optimal seating and row configurations

- Additional aisles in seating bowl to allow for easier access
- Accessibility improvements including a new elevator with access to all concourses, new accessible seating platforms at each seating level with improved sightlines, widened pathways, and more locations throughout the building.
- Existing restrooms have been remodeled and new restroom locations have been added
- Wider walkways
- One-of-a-kind premium hospitality spaces creating a VIP experience:
 - Spectacular private areas offering incredible views of BMO Harris Pavilion, Lake Michigan and downtown Milwaukee skyline
 - Easy access from the best seats in the house including a private entrance through a dedicated VIP entrance turnstile, and VIP walkway
 - Private VIP areas featuring bars, lounge areas, and restroom access

Grand Opening: July 30, 2021

Project Cost: \$51.3 million (privately financed)

The American Family Insurance Amphitheater redevelopment project was 100% funded by private sources, including generous support from American Family Insurance, T&M Partners, Rite-Hite, Continental Properties, Eppstein Uhen Architects, and many other generous philanthropic donors. The balance of the project was funded through Milwaukee World Festival, Inc. reserve funds and commercial financing.

Amphitheater Development Area: 12.5 acres

Number of on-site construction workers to date: 989

Architect:

Eppstein Uhen Architects

Construction Manager

Hunzinger Construction Company

Website / Social Media:

www.AmFamAmp.com

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